MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2022/2023 (TERM ID 2220)

DDS5024 – INTRODUCTION TO DIGITAL AND SOCIAL MEDIA MARKETING

(All sections/Groups)

8 JULY 2023
9.00 A.M – 11.00 A.M
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of 4 pages.
2. Attempt **ALL** questions.
3. Please write all your answers in the Answer Booklet provided.

QUESTION 1

Case Study: Charity: Water

Charity: Water is a non-profit organisation committed to providing clean and safe drinking water to people in developing countries. To achieve this mission, the organisation uses the ladder of engagement to build relationships with its supporters and donors.

To raise awareness about its cause and mission, Charity: Water employs various marketing and communication channels. With a strong online presence, the organisation uses social media platforms, email marketing, and its website to share stories about the impact of its work and to invite people to get involved.

After people become aware of Charity: Water's mission, the organisation works to cultivate their interest by providing more information about its work and how people can help. This includes sharing detailed stories about the communities they serve and the impact of their work. Furthermore, the organisation encourages people to take action and get involved through various engagement opportunities, such as donating money, hosting fundraising events, volunteering, and participating in campaigns and challenges.

As people become more engaged with Charity: Water, the organisation seeks to deepen their investment by building stronger relationships. This is done through personalised communication, sharing exclusive content and updates, and recognising their contributions and support.

Charity: Water's ultimate goal is to convert its supporters into committed advocates for its cause by providing ongoing opportunities for involvement and impact. For instance, the organisation invites them to participate in special events, trips, and experiences that allow them to see the impact of their contributions firsthand.

Through the use of the ladder of engagement, Charity: Water has built a strong and dedicated community of supporters committed to its mission. As of 2021, the organisation has provided clean water to over 12 million people in developing countries and has raised over $700 million to support its work.

In conclusion, Charity: Water's use of the ladder of engagement has enabled the organisation to connect with people at different levels of interest and commitment. By providing opportunities for involvement and impact, Charity: Water has been able to build a community of supporters who are committed to its cause and willing to take action to help achieve its mission.

(Source: https://www.google.com/intl/en-GB/nonprofits/success-stories/charity-water/)

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a) Answer questions below based on the case study:

(i) Identify **THREE (3)** marketing and communication channels that Charity: Water uses to raise awareness about its cause and mission? (3 marks)

(ii) List **FIVE (5)** engagement opportunities that Charity: Water provides for its supporters? (5 marks)

(iii) How does Charity: Water work to deepen the investment of its supporters? (4 marks)

(iv) What does Charity: Water aim to achieve by converting its supporters into committed advocates for its cause? (4 marks)

(v) What impact has the use of the ladder of engagement had on Charity: Water's success in achieving its mission? (3 marks)

b) List and explain **THREE (3)** elements in marketing mix with examples of social media marketing. (9 marks)

(Total: 28 marks)

QUESTION 2

List **FIVE (5)** options in the communication mix for traffic building along with **THREE (3)** examples for each option. (20 marks)

(Total: 20 marks)

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QUESTION 3

AUDIENCE PROFILE

Description

- Young professional women
- Between 22-35 years old
- Earns between RM48,000 to RM70,000 per year.
- 60% commuter/40% car owner
- Location: Big City

Key Psychographics

✓ Values efficiency and productivity
✓ Enjoys podcasts while commuting
✓ Hobbies: Fitness activities, foodie, travels

Pain Point/Opportunities

Work life balance
Limited time to cook healthy food at home due to busy schedule

Preferred Channels

- Follows food influencers on social media
- Watches cooking and exercise videos
- Looks for popular travel locations on Google.

Preferred Content Types

- Social media posts
- Aesthetic images
- Videos

a) Based on the picture, identify **THREE (3)** types of demographics of this target audience for the business. (3 marks)

b) Looking at the target audience's key psychographic and pain points, suggest **THREE (3)** types of products suitable for them. You need to briefly justify your suggestions. (6 marks)

c) Suggest **THREE (3)** social media platforms suitable to reach the target audience based on their preferred channels and content types. You need to briefly justify your suggestions. (6 marks)

d) List **NINE (9)** social media marketing strategies. (9 marks)

(Total: 24 marks)

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QUESTION 4

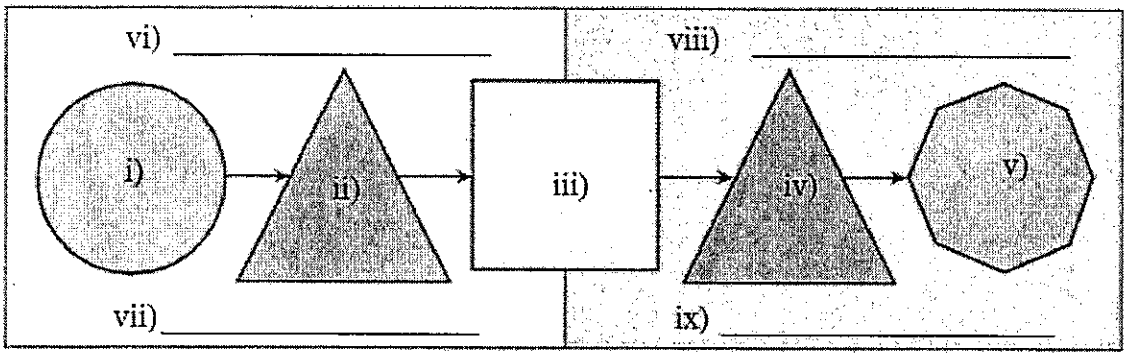

Figure 1

a) Figure 1 is a simple framework for digital business. Label the elements in this framework. (9 marks)

b) Explain **THREE (3)** methods of transformation to digital businesses. (9 marks)

c) Explain the **FIVE (5)** maturity levels from the Capability Maturity Model Integration (CMMI) model. (10 marks)

(Total: 28 marks)

End of Paper